FUJITSU

# Fact sheet

# Get the balance right with Hybrid IT

More than cloud

## Background

There is no doubting the rise of cloud over the past few years. The market for all kinds of cloud services continues to grow, with IDC forecasting an 11 per cent shift in IT budgets away from traditional in-house delivery towards cloud by 2016.

Organizations have reaped improvements in agility, innovation and competitive advantage. In fact, the upside has been so obvious – especially in areas such as software-as-a-service or renting compute power from public cloud providers – that line-of-business units outside of IT have taken a lot of cloud buying decisions themselves.

This has led to more decentralized IT spending and control. And that can be as challenging to the organization's service delivery and compliance management as it is empowering for business units.

What's more, few people just talk about "the cloud" anymore. We hear the word hybrid a lot. There is hybrid cloud – meaning a combination of public and private cloud services – but then some take hybrid to mean a world of digital and traditional businesses. Those are just two uses of the H-word.

We'd like to explain why Hybrid IT is both of those things – and much more.

## Hybrid IT

Hybrid IT is all-encompassing. It also means something different to everyone. It varies because it is about the right balance of cloud-based and traditional IT services. At the core of hybrid IT is flexibility and the ability to change the balance over time to mirror any organization's needs. That's clearly been a failing of some past IT – where reliability and robustness almost preclude any real flexibility. This is something that hybrid IT addresses really well.

Analysts have started talking about "Hybrid IT" but the phrase hasn't gone mainstream, yet. We're betting it will.

## The Fujitsu hybrid IT vision

We see cloud as the transformational bedrock of our managed services, underpinning business and social innovation. Cloud adoption will vary by sector and organization but, regardless of level and the specific type of cloud, the Fujitsu managed Hybrid IT services cover all needs.

## All IT?

When we say all-encompassing, we mean it. Hybrid IT is cloud and traditional IT; it's what your IT department looks after and what you've outsourced; it's on-premise and off-premise; it's the technology you know you have and it's shadow IT – including the cloud services your business units buy directly.

Hybrid IT balances agility, innovation and doing things better alongside governance, managing risk and cost management.

Ultimately, it is about seeing everything from a single point – one reason it's attractive to CIOs and the board – because central control is so important in a world where business units are using the cloud directly.

We can further break down the benefits of Hybrid IT into three areas:

- Growth
- Risks and costs
- Productivity

### Growth

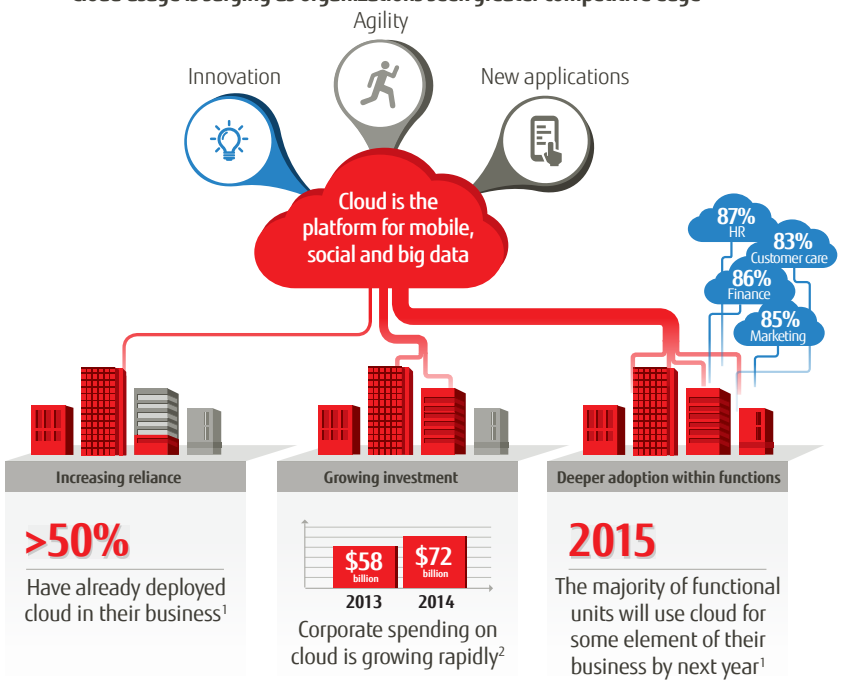
For many companies, Hybrid IT supports growth, competitiveness and innovation across industry sectors and globally. It has to deliver scalability. Finally the promise of on-demand, pay-as-you-go IT services is here.

In the public sector, it might mean growth in a different sense – greater returns from each technology investment, better productivity from empowered members of staff.

# MANAGING
## Maximizing the cloud: Enabling in

## 1 Cloud adoption is growing

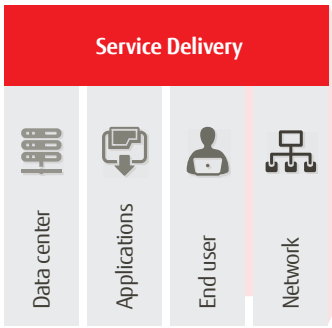
**Cloud usage is surging as organizations seek greater competitive edge**




## 3 Managing a

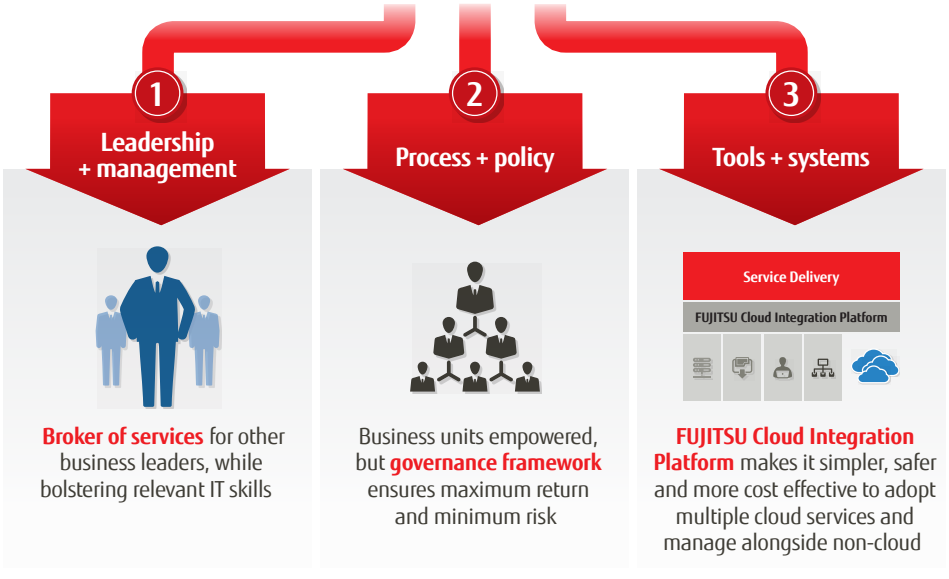
**A new kind of IT e**

**Typical service tower model**




## 4 IT must adapt

**Governance models, integration processes and management systems must evolve**




1. **Global cloud survey: The implementation challenge, KPMG, February 2013**
https://www.kpmg.com/Global/en/IssuesAndInsights/ArticlesPublications/cloud-service-providers-survey/Documents/the-cloud-takes-shapev2.pdf

# HYBRID IT

## nnovation, redefining governance

2

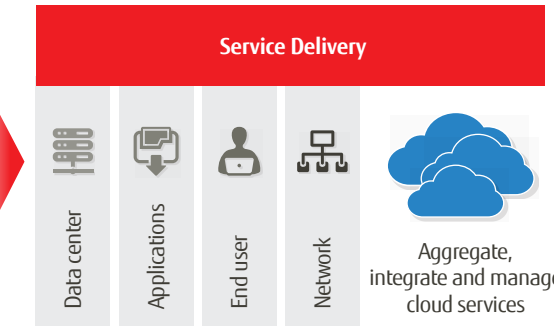
## More cloud creates different challenges

**Organizations are identifying new challenges as managing multiple clouds alongside traditional systems becomes the reality**

## 'Hybrid IT' landscape

**environment is rapidly emerging**

**New 'Hybrid IT' model**

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## Re-engineering for cloud

**Organizations need to adapt in several areas to extract most value from cloud:**

- Empowering business innovation
- Greater understanding of risk
- Transparency on spend
- Consistent management of cloud and non-cloud
- Reducing IT operational management costs

**"The CIO should be leading the charge in leveraging the cloud to make things work, and really partner with functional leaders on outcomes."**

Mike Capone, CIO at ADP

2. **Cloud Spending by Companies Outpaces Predictions, Forrester Says, Bloomberg, April 2014**
http://www.bloomberg.com/news/2014-04-24/cloud-spending-by-companies-outpaces-predictions-forrester-says.html

Across sectors, we talk about better collaboration with suppliers, partners and customers.

Hybrid IT brings you the customer and business outcomes you need now while paving the way to faster, more flexible adoption of the technologies and services you don't yet use but will one day.

For many organizations, it will be at the heart of improving customer experience and a transformation to a digital business. That transformation doesn't happen as a single big bang. Fast is good but so is controlled and phased.

Let your business units have the cloud services they need but with governance, integration and cost managed appropriately.

### Risk and cost

Hybrid IT also encompasses security. From what CIOs tell us, unexpected costs of cloud can become a challenge, with bills even into the millions where appropriate governance hasn't been applied.

Managing these costs might depend on any number of approaches - migrating applications to the public cloud or private clouds, using software-as-a-service providers or managing traditional, non-cloud IT services.

An organization adopting Hybrid IT can manage these security and cost risks while innovating at pace.

### Productivity

All of this should empower people, on several levels. Users get access to services much faster, for example through self-service, speeding innovation, while CIOs can deliver the level of operational management control any board expects.

A major goal is better user productivity. We've seen this happen through effective integration of apps. Commenting on how Fujitsu RunMyProcess® enables this, analyst IDC recently wrote about: "Focusing on the 'developer in every organization' by making new service assembly easier."

## Why Fujitsu?

As our Cloud Services CTO says (see box), we're all-in on Hybrid IT. We are responding to what organizations need.

We have the integration credentials, including vendor independence and offerings across private, public and privately hosted cloud.

### Brad Mallard – Fujitsu UK & Ireland Cloud Services CTO

Ultimately all of this isn't about the cloud or Fujitsu – it's about you.

What are your needs?

We pride ourselves on taking a realistic, business-centric approach to helping you. We care about empowering people. That's why Fujitsu talks about Human Centric Innovation alongside business innovation and social innovation. They all matter. And Human Centric Innovation is underpinned by cloud.

It's no secret that we're going all-in on Hybrid IT. We're passionate about it but this isn't just from the heart. We pride ourselves on being responsible and see Hybrid IT as the pragmatic way forward. Some would say it's the only way forward.

We promise to strike the right balance using Hybrid IT. What would you do if you had powerful innovation on the one hand and well-managed risks and cost on the other?

We also have the track record. That includes cloud, managed services and a culture that is all about collaboration, long-term relationships and balance.

Five thousand implementations around the world tell their own story and the experts recognise that. As analyst 451 said last year: "The Fujitsu Cloud Integration Platform represents a well-reasoned approach to provisioning, managing and monitoring hybrid on-premises and multi-cloud services."

## What's next?

If anyone says digital and/or cloud is the future, they're not wrong. But these will almost always co-exist with traditional IT, for quite some time.

The desire we all have to move on, to grow, to innovate even, should never be at the expense of governance, risk management and doing things the right way. On the face of it, cloud makes some things so much simpler. But it brings its own complexity. Hybrid IT is the framework to manage all this.

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